



## PRESS RELEASE

### **FOCUS Magazine Publishing House: RFID revolutionizing print media research**

*Under contract with FOCUS Magazine Publishing House, RF-iT Solutions and Magellan Technologies develop new technique for measuring print media contacts*

(Graz/Munich, 8 February 2008) – “Radio Frequency Identification” makes it possible. This technology is able to detect and localize without contact objects and living beings, and without it electronic locks, access control systems, cashless payment, skiing passes, filling station cards, electronic immobilizers and other innovations would be unimaginable. Now it is about to revolutionize print media research. With a stamp-size, transparent chip on each double page of a magazine, precise measurements can be made of how long readers stay on one page of a given issue, how much time they spend reading the magazine, how often they lay it aside or pick it up again and which articles they read first, second, third and so on. A world premier! “Even if there are still a few obstacles to overcome, we are still very certain to have set a milestone in print media research”, FOCUS managing director Frank-Michael Müller announced.

Under contract with FOCUS Magazine Publishing House, Austrian RF-iT Solutions and Magellan Technologies of Australia have been developing the technology used in the experiment since 2003. Experts from the two companies involved in the project have contributed expertise gathered over several years while working for Infineon and other firms. Frankfurt, Germany-based MediaMarktAnalysen, an organization active in field research for media analysis as well as other areas, was responsible for carrying out the experiment among readers.

#### **How the FOCUS experiment was done**

From among FOCUS subscribers, six households including a total of 14 individuals were selected and received the issues 35 to 37/2007 as usual. Each double page spread of the magazines was fitted with a tiny RFID chip and the magazines mounted in a special Magazine Reader device. With the aid of the Magazine Reader it was possible to precisely record over time the reading behaviour of each individual in the test household who read the magazine. For the first time it is possible to measure in such a meticulous way reader contact with each page of a magazine, including how long the contact lasts. Using this method, variables such

as total time of usage per issue, multiple contacts with each issue or preferences for certain types of articles may be precisely determined.

Overall, there are a number of sources of error which need to be corrected in future research. For instance, at present readers still feel somewhat hampered in their normal reading habits by the reading device. Still, the Magazine Reader allows revolutionary knowledge about magazine use to be gathered. "We can clearly observe that there is no page in our magazines that readers do not come into contact with; I find that sensational," Müller explained. With this experiment, FOCUS has taken yet another innovative step in researching reader behaviour.

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**About RF-iT Solutions GmbH**

RF-iT Solutions GmbH, Graz, Austria, a firm active in the area of RFID software and services, was founded in 2005 through a management buy-out of the "RFID Software and Solutions" business division of Infineon AG. RF-iT Solutions is the market leader in the strategic segments of the fashion and the automotive industry. The company provides RFID middleware and technology consultancy, devising comprehensive communications solutions to link together business processes, RFID technology and IT. With a staff of 25, the company is focused on the marketing and continued development of You-R® OPEN, a scalable Auto-ID software product and the world's leading RFID operating environment, which serves as a platform for system integrators, software manufacturers and operators. RF-iT Solutions provides system integrators with comprehensive technology consulting, serving them as a technical backbone, so that business processes that have been optimized in theory will also work when implemented in practice. In combination with the knowledge of industry experts, You-R® OPEN enables partners to provide global RFID solutions quickly, with the necessary expertise, thus allowing them to focus on added value for their customers. The company operates the "RFID Solutions Excellence Center", for RFID testing tailored to customer needs, at the business site in Graz Austria. On the basis of the convincing features of You-R® OPEN, including its functionalities and capacity for integration, the company was awarded the valued European Auto-ID Award in the category of RFID in 2006 as well as the IT Constantinus award and the German Innovation Award in 2007.

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